

PLAIN TALKS

GULF STATES UTILITIES COMPANY

APRIL, 1940

LAKE CHARLES DIVISION SERVES UNIQUE TERRITORY

REDDY KILOWATT TRAVELS MODERN COPPER HI-WAY ALONG SECTION OF OLD SPANISH TRAIL.



From St. Augustine on the East, the oldest city in these United States, where the restless waters of the Atlantic sparkle in the morning light, to the broad and sunny beach at San Diego on the blue Pacific, runs the Old Spanish Trail, a modern paved highway.

Along this far famed avenue, the Spaniards, first white settlers of the Gulf Coast area and California, drove their pack trains laden with the spoils of conquest to be shipped by galleon to old Madrid. Running the gamut of scenery and climate, the Trail crosses the swamps and flat lands of the gulf states where heat and dampness join to make the traveler swelter, on over the plains and high mesas of Texas with its dry, dusty winds, over the majestic mountains and arid deserts of New Mexico and Arizona, to the lush beauty of the Pacific coastal plain. Today the Trail is still a main artery for commerce and tourists.

VARIED INDUSTRIES SERVED

For nearly a hundred and fifty miles of its length, this highroad of history serves as the backbone of the Lake Charles Division of our company. Uniting at Lafayette with the 66 Line from Baton Rouge, it strikes westward across the southwest parishes of Louisiana to the Texas border at Orange. Like the bones and arteries of our bodies, we find smaller highways and electric lines striking out from the Trail and the 66 Line to serve towns and isolated customers located off the beaten track. Salt mines, oil fields, lumber mills, sugar factories, canal and irrigation pumping plants are thus permitted the economies of efficient electric power and lighting.

PICTURESQUE COUNTRY BOUNDS SPANISH TRAIL

Let us climb into our automobile and take a trip through this countryside. At New Iberia we find the Trail and our system at its easterly end. And here we find also branch lines running southwest to Avery and Weeks Islands where salt is mined in

such a pure state that only grinding is necessary to prepare it for our dinner tables. To the west we wholesale current to Abbeville, the seat of Vermilion Parish. At New Iberia we furnish the Gulf Public Service system with electric energy which is sold in the town and along the Trail to Berwick. In the northeasterly sector we carry juice to St. Martinville, one of the most picturesque towns in this section. Up the Trail we go to Lafayette, and bear in mind as we ride that this is the historic Teche country, the home of the exiled Evangeline, where Spanish moss

(Continued on page 2)

SAFETY MEETING FEATURES LIFE-SAVING

What would you do if a life hung in balance and the saving of that life depended on the application of artificial respiration?

According to R. B. "Bob" Cruise, Beaumont Engineer, who outlined the resuscitation procedure while R. N. Rouse' substation crew made a step-by-step demonstration at the April 5 safety meeting of Beaumont Transmission, Distribution and Engineering departments, knowledge and application of the following primary "must-dos" will often make accident results non-fatal.

In cases of stoppage of breathing due to electric shock, gas poisoning, drowning, hanging, choking, blows on the head, neck or solar plexus, cave-in burials, overdose of drugs, or exposure to cold, effective treatment should be;

1. Begin resuscitation at once.
2. Maintain a regular rhythm and keep it up.
3. Apply heat to patient's body.
4. Keep patient prone.
5. Give stimulants but not until patient is conscious.
6. Send for a doctor. He'll be needed to treat for shock and after effects of the strain on the body.

A few words from H. E. Braunig, R. E. Cargill and J. B. Coltharp and a "feed" prepared under the direction of R. F. Reid rounded out the program.

IKE TEVIS SEES COMPANY GROW FROM HORSE-AND-BUGGY DAYS OF 32 YEARS AGO



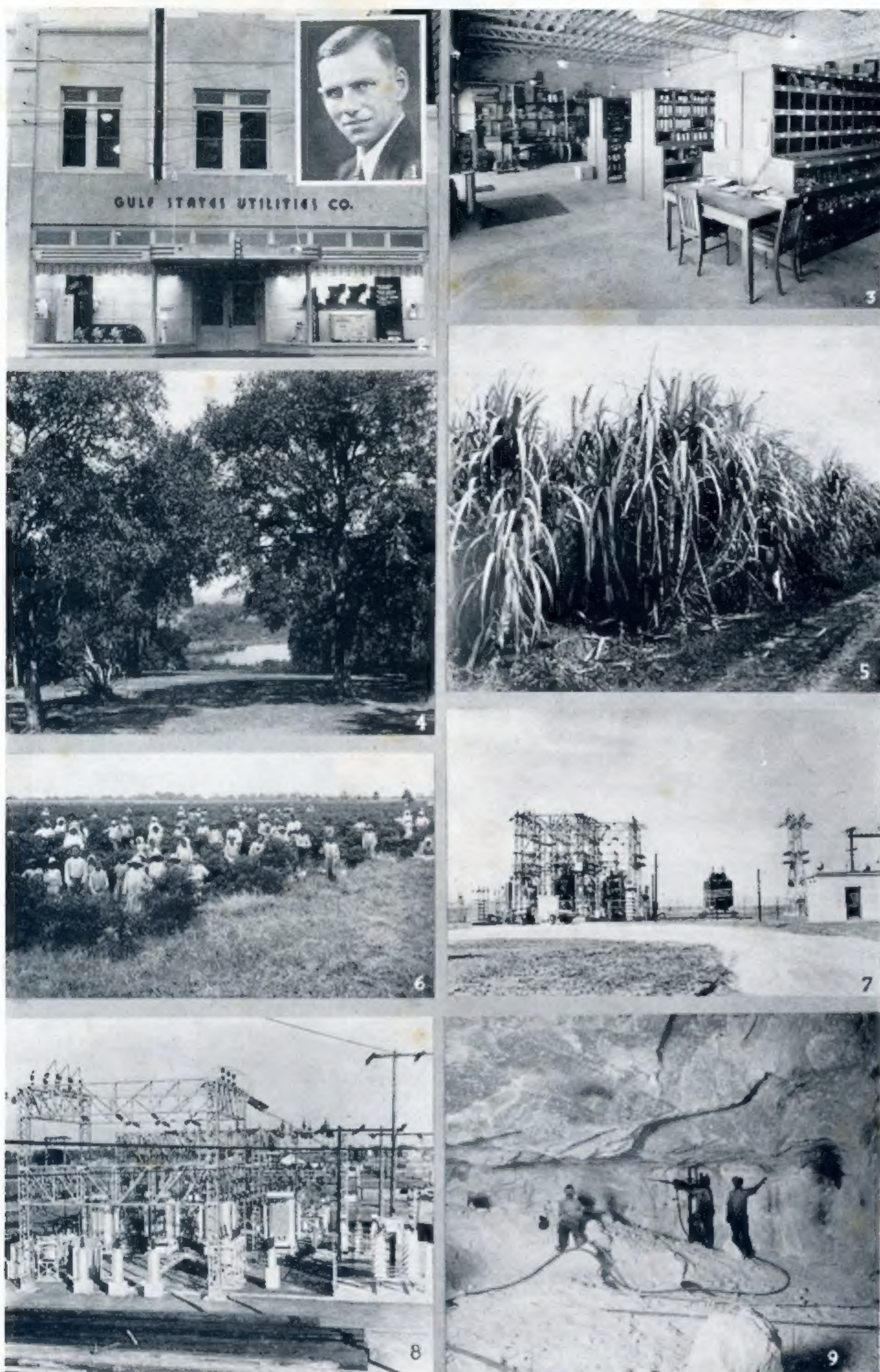
IKE TEVIS
Production Dept.—Beaumont

Back in the horse and buggy days of 1907, November 28, to be exact, Ike Tevis started to work for the Beaumont Ice, Light and Refrigerating Company. In those days he rode horseback to and from work at the Tevis Street Plant which furnished DC light and power for the City of Beaumont.

The equipment was rope driven off of a line shaft by steam engines. Mr. Tevis was employed as fireman and later became engineer. He was on duty at 12 o'clock midnight when Stone and Webster took over the Beaumont Ice, Light and Refrigerating Company in November 1911. Those were the days of 12 hour shifts when operators had to do their own maintenance and keep the plant running regardless of number of hours worked.

Shortly after Stone & Webster took over the Tevis Street Plant they began to replace the obsolete equipment with modern AC machines. Mr. Tevis assisted in moving, installing and operating every piece of equipment in Tevis Street Plant and finally witnessed the end of that plant as an operating station, when on December 12, 1939, he pulled the switch on the last of the DC generators marking the discontinuance of DC service in Beaumont.

Dating back to the old days are four hitching posts now located near the Tevis Street Plant. These posts were in front of the present main office building. When Stone & Webster bought the property and removed the posts, Mr. Tevis installed them at Tevis Street for the trouble shooters to tie their horses. The posts are still there and Mr. Tevis is still here, hale and hearty through 70 summers.



IN LAKE CHARLES DIVISION

1. John G. True, Vice-president in charge of Lake Charles Division.
2. Broad Street division office at Lake Charles.
3. Storeroom in newly remodelled Ryan Street building at Lake Charles.
4. Tourist's paradise near New Iberia. Part of the historic Teche Country.
5. Tribute to Nation's 'sweet-tooth'. Cane field typical of those around Lafayette.
6. Picking peppers near New Iberia, center for world-famous 'Tabasco' hot sauce.
7. Substation at Jennings.
8. Substation at Lafayette.
9. Salt is mined in an almost pure state at Avery and Weeks islands.

LAKE CHARLES

(Continued from page 1)

drips from every tree and old family homes of quaint beauty dot the landscape. Agriculturally speaking, this is the Louisiana Sugar Bowl, for Dame Nature endowed the soil and climate with just the right elements to produce the best and juiciest cane crop. As we drive along we see miles of cane fields, and investigation would show that they extend as far north as Opelousas and Port Barre.

BATON ROUGE AND BEAUMONT 66 LINES MEET AT LAFAYETTE

Lafayette, which we are now entering, is the seat of the parish of the same name. It is an important trade center for its surrounding country. Although we do not serve the town itself, we maintain a storeroom and line-and-service-crew headquarters on the outskirts. C. M. (Scottie) Scott makes this his headquarters and sees to it that Reddy Kilowatt is all he claims to be. At the Lafayette Substation, where we find one of those important synchronous condensers, the 66 Line from Baton Rouge appears. From this substation one line runs north toward Opelousas, another runs northeast to Breau Bridge where we retail service. Let's take a side trip up the Opelousas line to Grand Coteau. This little town is rather off the main side roads yet its quiet dignity and charm make one want to stay awhile. It is the center of the finest sweet potato country in the South. It also contains one of the oldest Jesuit training schools in the country and a few miles away is one of the oldest and most beautiful convents you will ever see.

TRAIL LEADS TO RICE BELT

On the way back to Lafayette and the Trail suppose we just stop a minute in Carencro and see Val Dugas. It was in 1912 when the Carencro plant first was put in service to pump water for the townspeople and light a few lamps. The first generators were belt-driven DC jobs. Added to our system in 1927, these good people found that good AC service was quite a treat.

Out of Lafayette we go headed west along the Trail under the 66 Line. Now we see not cane fields but rolling country devoted to truck and market gardening. But this belt is narrow and by the time we have passed Duson we find the landscape as flat as ever again. Through Acadia Parish we drive passing Rayne and Crowley, which are not on our line and find that we are now in the very heart of a rice belt which runs across the country from Duson to Iowa and clear up to Ville Platte. Irrigation is the cry of the rice farmer and in Jefferson Davis Parish we serve over 100 such customers for water pumping.

JENNINGS SITE OF SECOND ICE AND LIGHT PLANT IN THAT SECTION

Entering Jennings the principal town in this Parish we roll up to the modern office and salesfloor in the business district. Here we find R. E. Meisner who is in charge of the Jennings district. One of our oldest em-

ployes in term of service, Mr. Meisner became connected with the utility business in Jennings several years after its inception in 1901. Then it was the second ice and electric plant to be put up in this section of Louisiana, the first having been erected at Lake Charles about ten years previously. It became a part of our system in 1925.

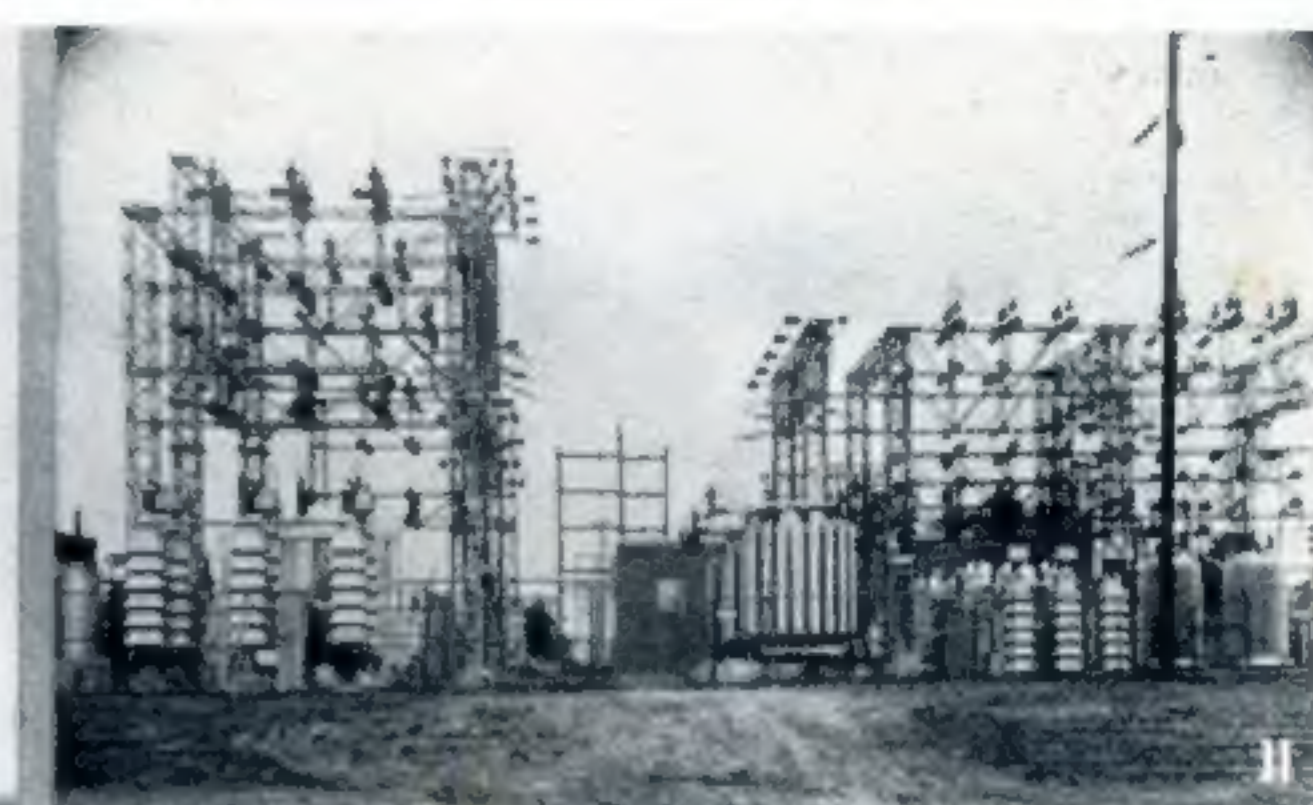
From this point we find a line running south to Lake Arthur which was first blessed with an ice, light and water plant in 1912, and added to our system in 1926. "Mac" McCrary looks after the office and reads meters. Northward from Jennings a line goes to Elton which community went lightless until 1922 when a DC generator was installed in combination with an ice plant. We took it over in 1926. Jim Stokes is the DR in this location and he, too, has an office to look after in addition to his other duties.

LARGEST PARISH IN STATE DIVIDED IN 1912

A historical digression seems in order right here before we resume our trip. In 1770 when the first settlers came to this section of Louisiana it was a part of Spanish Mexico and was called Imperial Calcasieu Parish. It was composed of the present parishes of Allen, Beauregard, Jefferson Davis and Calcasieu. In 1819 this land was ceded to the United States by treaty and records show that approximately 250 settlers had taken up land under Spanish grants. Growth in population and wealth was slow, but soon after the turn of the twentieth century people began to complain about the difficulties of doing business in such a large area when the courts and records were kept in Lake Charles. Transportation was so slow and communication so difficult that the voters finally called a convention to do something about the situation. So it was that the Arcade Theater in Lake Charles was invaded by a crowd of interested people in 1912 who planned a major operation on the largest parish in the State. Boundaries were decided upon and the necessary papers drawn up. The next session of the legislature validated the action taken and Imperial Calcasieu was no more.

The history lesson is now over, so let in the clutch and let's be on our way. Oil fields and rice farms greet our eyes as we speed across Jeff Davis Parish and passing through Iowa we leave the rice belt, but not the rice. Calcasieu Parish also has its rice fields as well as many fields of other crops, including oil. It is also the proud site of some of the world's largest rice mills and a very important rice shipping center with plenty of warehouses and means of transportation. Located in Lake Charles these rice mills have been in operation for

(Continued on page 5)



IN LAKE CHARLES DIVISION

10. Court House at Lake Charles.
11. Substation at Lake Charles.
12. High School at Lake Charles.
13. New Junior College at Lake Charles.
14. Port at Lake Charles.
15. New Trade School at Lake Charles.
16. Louisiana State rice mill at Lake Charles is one of many such mills located throughout the division.
17. Mathieson Alkali Works, a leading industrial plant near Lake Charles on the west.
18. West Hackberry oil field, 100% electrified.

LIGHTING SHOW PLAYS BIG TIME



This picture was made March 20 at the Edgewater Beach Hotel in Chicago when the skit which was so popular at the January Meeting was put on by lighting department members, assisted by Mary Lilyerstrom, for some 500 representatives of utility companies from all parts of the country at the Edison Electric Institute Annual Sales Conference.

Left to right: Wade Phillips, Beaumont - Marcus Andrews, Lake Charles - Rufus Manley, Beaumont - Mary Lilyerstrom, Beaumont Treasurer's office - Clay McCarroll, Baton Rouge - Clarence Barron, Beaumont.

Manley, they say, played his role as a young father with great sincerity. The reason: He celebrated, March 13, the arrival of his first-born daughter, Patricia Ann.

S T A T I C

Ordinarily an employee can take a vacation and not excite much comment other than expressions of hope that they enjoy the sojourn from the work-a-day world. We feel that the case of W. T. "Bill" Ricks should be called to your special attention Bill hied himself away just recently to do a little plain and fancy ranching Namely, roping and branding the bovines in a sort of part-time Gene Autry fashion. . . . At which practice we hear Bill is quite proficient In the accepted manner of true vacationists Bill procured and sent the proverbial "wish you were here" types of postcards to fellow members in the Beaumont Accounting BUT Here's the part that got us Bill personally made a trip back to the office to drop these cards in the company mail Now I ask ya' Are times really as hard as that?

* * * *

Curtain calls for Beaumonters Carolyn Bell, Purchasing-Mildred Harder, Steno-Allen Bingham, Customer Accounts These three turned troupers when a group of local talent made their appearance at the City Hall April 12 in a popular rendition of Gilbert Sullivan's comic opera, Pinafore

* * * *

WANTED Pictures of you and the places you go and the things you see on your vacation If you enjoy your vacation then your fellow workers will enjoy

reading about it Send 'em in but be sure to get *personalities* into all the shots This is *your* publication and we want it to be about *you* So how about it, vacationers? Show us *you* and the fish you caught *You* listening to what the wild waves are saying *You* and the mountains you saw *You* in the foreground of some of these picturesque spots we hear so much about

* * * *

FLASH From headquarters of "Old Man Stork" "Humps" Hansen, Baton Rouge Accounting, and his wife, the former Gwen Youse, Central Division Home Economist, celebrated the arrival of six pound eleven ounce son, Keith Christian, on March 16 We're glad to hear that "Humps" is doing nicely and was able to return to work the Wednesday following the Saturday on which his heir arrived

J. T. Brown, Beaumont Accounting, proud pater to eight pound 2 ounce J. Tegart, Jr., who made his appearance March 27 Particulars were scarce on the recent arrival of first-born of Fred Watson, Lake Charles Meter Shop but just the same we pass on heartiest congratulations Come on, Fred, drop us a note and tell us about him or her

* * * *

TRANSFERS Hubert Burns, Beaumont Repair department to DR J. L. Terrell, Port Arthur Distribution to Nederland as serviceman W. M. Cook, Jr., from Franklin serviceman to Conroe Line Crew Among Baton Rouge division Ass't. DRs Cecil Tyler from Gonzales to New Roads Tom Wagley from New Roads to Port Allen Arthur Davis

from Port Allen to Maringouin J. W. Lamb, Baton Rouge Meter-reader to Ass't. DR at Gonzales J. D. Barnes, Cleveland to Serviceman at Conroe

* * * *

Did we tell you about the Beaumont Office Bowling Team getting shellacked when they played a match with the Port Arthur bunch (see March PLAIN TALKS) Dire predictions as to the outcome of an early return match have been made by Beaumont Keglers; Tony Fontana, George Dunlop, Raleigh Jackson, Charlie Genaro all in Accounting and Bob Guidry Production—Charlie Schrigley, Statistics, Owen Floyd, Power Sales. . . .

The Port Arthur Bowlers are really "hot" After winning first-half honors in their City League they are now in a tie for first place in the second half of play. . . .

* * * *

Here's proof that many conclusions are just a matter of how you read things J. B. "Pat" Bishop, Beaumont DR Supervisor, received a note from a lady in which she enclosed \$2.00 to apply on on a delinquent light bill The note read as follows "Dear Sir: Please apply this on my account I'm sorry but I just had twins and it was the best I could do."

* * * *

A hearty "howdy" to these new folks Edward Maris, Franklin Serviceman Bill Perkins, Beaumont Accounts Receivable Hugh McCart, Baton Rouge Bus H. G. Zahn, Neches Station Alton Nahr, Baton Rouge Accounting Dixie Morgan, Lake Charles Accounting Bill Southwick, Baton Rouge Sales A. J. Smith, Beaumont Garage Iris Landry, Baton Rouge Accounting Maurice Anawathy, Beaumont Mdse. Sales Eugene Allen, Baton Rouge Bus Byron Jay, Beaumont Repair Tommie McDonald, Baton Rouge Billing

* * * *



A full reel of pictures of the New Iberia - Abbeville transmission line rebuild including expert hot stick work was shown before the company employees at the Lafayette Substation the night of March 25.

A second reel was shown by Mr. True of the shots he had made of many employee activities during the past three or four years. The occasion was rounded out with a shrimp boil and refreshments arranged by Jack Cart, Lafayette Substation operator.

* * * *

SNAPSHOTS Jay Ewing, Beaumont Accounting, attending the East Texas College of Law night classes and having "the law laid down to him" J. C. Tucker, Neches Station, getting the Navasota division ice plant equipment ready for summer business Conversion of the Calvert ice plant from distilled water to raw water is nearly completed and will be ready for operation May 1 The Brelasco Social Club of Baton Rouge employees has scheduled an outing for April 20 with sports, dancing and a fish supper on the program Dan Cupid must be slipping We've only one "hitching" to report in this issue Philip Stephens of Conroe said "yes" to a local lass on March 1

* * * *

No longer in our midst Pearl Tabor, Beaumont Accounts Receivable, on leave of absence Paul Baker, Port Arthur DR, resigned Mrs. Mickey Rand, Baton Rouge Accounting, devoting full-time to home-making L. E. Riggs, Beaumont Garage, resigned Bill Flowers, Ass't. 3, at Maringouin, resigned

* * * *

Congratulations to Beaumont photographer Lloyd Baker for the very picturesque shot of the Neches Station taken through a foreground of trees and Spanish moss Displays showing the picture have caused much comment and it has been used in several leading publications. . . . "Esso Airways", official publication of Standard Oil Companies used the picture for a very attractive front cover on their March issue, which also featured a story on Gulf States.

* * * *

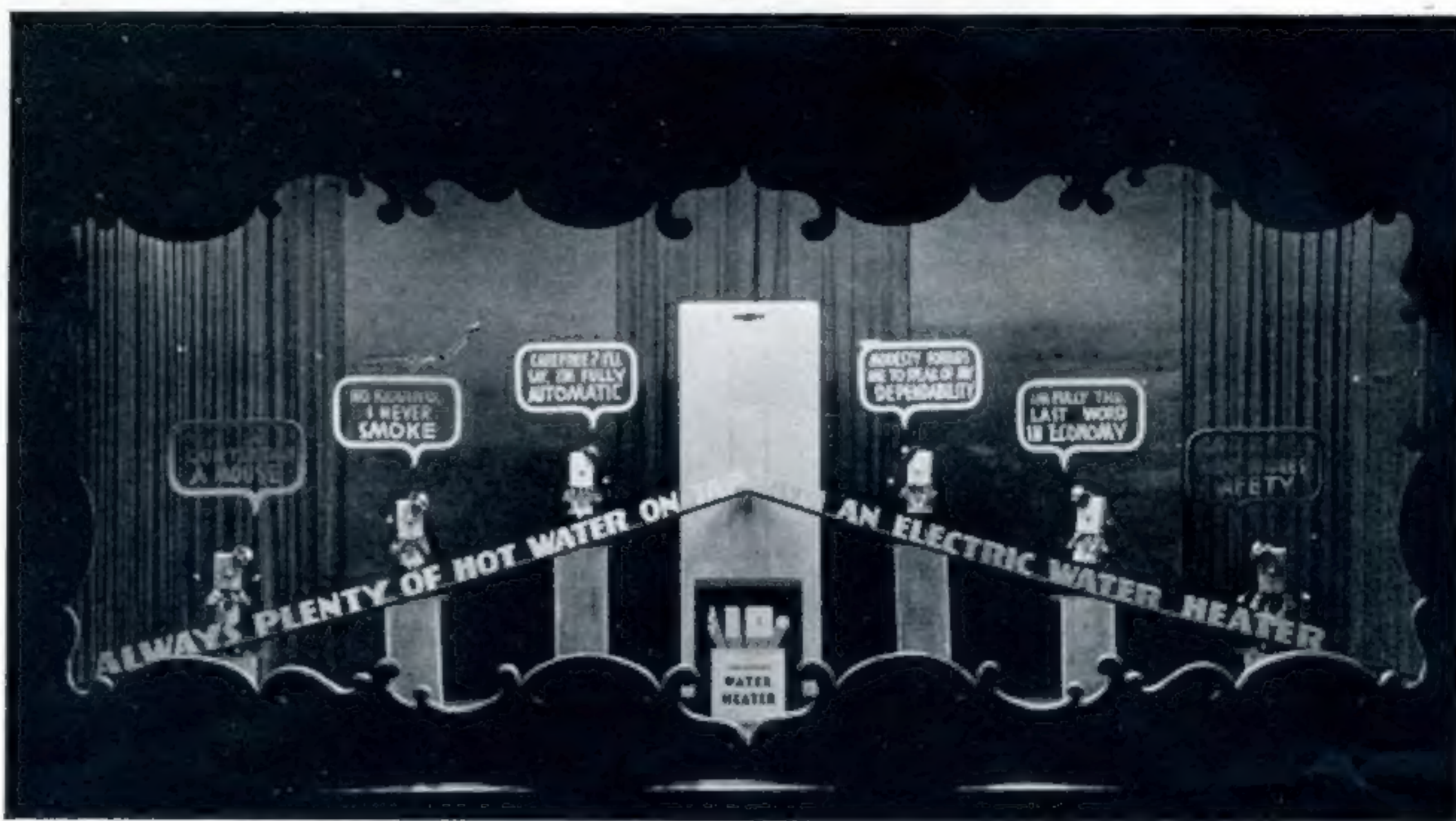
Thanks to Paul Masterson, Beaumont Credits and Collections, for showing us an anonymous letter he received recently Quote "Gentlemen: Enclosed you will find \$3.00 which belongs to Gulf States. Credit this to your uncollectible old accounts. It rightfully belongs to your company" Page Mr. Diogenes, we can put him on the right track Since a company like ours just can't haul off and take in money without knowing from whence it came and where it should rightfully be charged Paul had quite a tough time getting loose from those three simoleons until they could be entered in a special account. . . .

* * * *

The recently organized six-team bowling league made up of Baton Rouge employees has stirred up quite a hunk of competitive interest even to a sizable cheering squad of non-bowlers who turn out every Monday night to watch the boys roll From the last account Eldon Werner, Baton Rouge Sales and Bill Gurney, Louisiana Station had copped the honors for scoring high game marks on the first and second nights of match play respectively

* * * *

GULF STATES WINDOW "CLICKS" IN NATIONAL CONTEST



Brice L. Pettie, Beaumont display artist, won national recognition recently when the above display was third prize winner in the Modern Kitchen Bureau's National Electric Water-Heater Window Display Contest.

The use of white against a dark background, adequately lighted, made the display a real "eye-catcher". Six tiny water-heaters, dressed as Scotchmen, emphasized the plus features of electric water-heating.

This display was not built for contest entry but was part of the regular schedule of window displays. This speaks well for the attractiveness and effectiveness of the window display program.

LAKE CHARLES

(Continued from page 3)

many years. But before we stop in Lake Charles, let's head south and see what Cameron Parish looks like.

Can you tell the difference between a swamp and a marsh? Well, try walking in both. You'll soon find out. Another thing is that the marsh is usually salt and probably tidal, and that is just what we shall find in Cameron. South we go down the new highway to the Gulf. Recently completed, it is the first road that ever reached the town of Cameron. It crosses over the ship canal's east-west channel, skirts the shores of Calcasieu Lake which is too shallow for anything much bigger than a dory, passes the oil field at Hackberry and there we are, right in the middle of that marsh. What a sight, miles of grass with an occasional small clump of trees or bushes. A sportsman's paradise in duck-hunting season. And did you know that it is also a trapper's paradise? Yes, sir, the muskrat fur crop taken from these coastal marshes is as valuable as that

from the entire Dominion of Canada.

Back in Lake Charles we stop at the soon to be remodeled office on Broad Street and find John G. True and a hearty welcome. In this building are housed the accounting and executive offices of the Division and the Industrial Sales offices. A large merchandise display room and storage is also available for local sales people. Turning right down Ryan Street we cross the Kansas City Southern tracks and at the end of the street find the rest of the Lake Charles offices. First is the Garage, pride and joy of "Shoog" Goen. Then comes the synchronous condenser house and new load dispatcher's office. And in the old power plant building, but now remodeled into an excellent service building we find Aubrey Beattie and Bob Sherwood. At the rear is the meter testing and repair shop presided over by Fred Watson. Upstairs is Russell Dunn and "Squire" Spencer and the engineering crew. That building right next door is the water pump-

(Continued on page 6)

LAKE CHARLES

(Continued from page 5)

ing plant and over there to the left is the purification plant. If we mosey over on the river side of the building we will probably find Louis Swann.

CUSTOMERS SKEPTICAL OF ARTIFICIAL ICE AT FIRST

According to Swann and Papin, two of the oldest employes on our pay rolls in length of service, Lake Charles was the beneficiary of the first ice, water and light plant built in southwest Louisiana. The year 1891 saw it in operation. Funny thing, too, the folks around there didn't think much of that ice plant. Damfool notion, making ice with machinery, but let's all go over and take a look at that contraption. Can't hurt just to look, can it? Buy the ice? No, sir, ain't taking no chances like that there. Stuff might poison me. But the "damfool" notion worked surprisingly well and nobody died of using manufactured ice, so sales increased and business boomed. A mule power street car line was started about the same time, but was not electrified until 1905. Manufactured gas was introduced in 1914 and at that time the Company was also selling coal and kindling wood.

CHANNEL DREDGED FOR BETTER SHIPPING FACILITIES

Lake Charles at this early time was primarily a sawmill town making boards out of logs rafted down the river from what is now Allen Parish. The lumber was then freighted to Galveston by schooner. Rice milling was the coming industry at the turn of the century as rice culture began to spread. Along about 1910 we find specialty plants in woodworking springing up. The railroads were in by that time and Lake Charles was becoming an important shipping point both for produce going out and for articles coming in. During the World War, local interests saw the advantage which would accrue from steamship facilities and the ship channel was dredged to the Sabine River. In 1925 the present dock facilities were constructed and in 1931 a second section was added. Industrial plants began to spring up and in 1934 the Mathieson Alkali Plant was constructed, followed in the next few years by a meat packing plant of Swift and Company.



Packing Plant—Lake Charles

Educational facilities have been admirably kept up and many fine school buildings may be seen in Lake Charles and in other parts of the Division. In 1939 the State con-

RIGHT-HAND GOLFERS WALLOP SOUTHPAWS



Golfing history was made March 30 when a group of Beaumont employees staged a blood-curdling match—the "Left-handers" versus the "Right-handers."

No scientific data was established as to the superiority of one stylist's game over the other but there is considerable woe in the ranks of the south-paws due to their losing the tournament by ten big points.

It was a nip and tuck battle with odds all even until "Left-hander" Knapp finished off the last hole ten under his opponent, "Right-hander" Faver.

Left to right: (Top row) Champion "Right-handers;" Erret Gipson, Raleigh Jackson, Eddie Bodie, Lyndon Futch, Vic Faver, all Accounting department members. (Bottom row) Defeated "Port-siders", out of pocket two golf balls each, the stakes—payable by each vanquishee; Jimmy Linnehan, Accounting—Glenn Richard, Accounting—Rex Lee, Statistics—George Dunlop, Accounting, Johnny Knapp, Mdse. Sales.

structed a Junior College and a Trade School, also financed by State funds, is nearly completed. Many beautiful churches are to be found and fine city and parish buildings throughout the area served by the Company. A steel barrel plant has just been completed and construction is about to be started on an oil refinery.

But the Trail beckons, so let's be on our way. The next stop is Sulphur, named for the product which was mined for many years nearby. The supply has been exhausted but the discovery of oil has kept the community from dying as Olaf Jacobsen, our local man, will tell you. Olaf is proud of the remodeled storeroom and office at Sulphur. Beyond Sulphur we pass Edgerly and Vinton, and there before us is the Sabine River, the western end of the Division. Down south of us is the Ged Oil Field where the derricks are so thick they look like trees from a distance. Over there is Texas, but that is another story.

PLAIN TALKS

Published monthly by and for employees of Gulf States Utilities Company as a medium for a better appreciation of our responsibilities to each other and the public.

NEWS EDITORS: Don Brown, Louisiana Division, Baton Rouge; Bill Hammond, Texas Division, Beaumont.

ART EDITOR: Jack Gammage, Beaumont.

ASSOCIATE EDITOR: Kenneth Sutton, Beaumont.

PROMISE YOURSELF—

To be so strong that nothing can disturb your peace of mind.

To talk health, happiness and prosperity to every person you meet.

To make all your friends feel that there is something in them.

To look on the sunny side of everything and make your optimism come true.

To think only of the best, to work only for the best, and to expect only the best.

To be just as enthusiastic about the success of others as you are about your own.

To forget the mistakes of the past and press on to the greater achievements of the future.

To wear a cheerful countenance at all times and to have a smile ready for every living creature you meet.

To give so much time to the improvement of yourself that you have no time to criticise others.

To be too large for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble.

To think well of yourself and to proclaim this fact to the world—not in loud words, but in great deeds.

To live in the faith that the world is on your side so long as you are true to the best that is in you.

—Marine Square Club. (Monthly.)